

LinkedIn Profile Optimisation Checklist for Job Seekers

**A 15 step checklist to maximise your
LinkedIn profile for career success**



Utkarsh Manocha

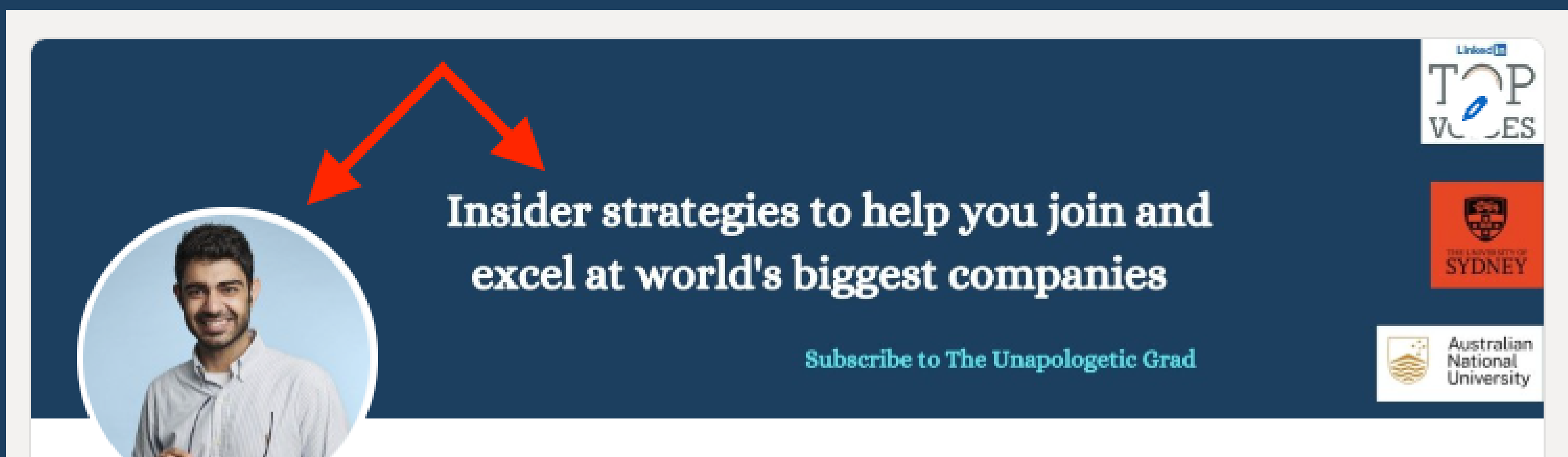


1 – Profile and Background picture

Profiles with photos are 14 times more likely to be viewed

For your headshot, check out profiles of people in your target role and copy their dressing.

For your background image, use Canva to create a graphic that highlights your value proposition.



2 – Visibility and Url

There's no point having a profile if no one can view it

Set your profile visibility to 'Public' or 'All LinkedIn members'

Keep your profile URL professional



Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/utkarshmanocha

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

Cancel

Save

Your profile's public visibility

On



Basic (required)

- ☒ Name, number of connections, number of followers, and region

Profile Photo

- ☐ Only 1st-degree connections
LinkedIn members directly connected to you.
- ☐ Your network
Your connections, up to three degrees away from you.
- ☐ All LinkedIn members
- ☒ Public
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).



3 - Headline

Your LinkedIn Headline impacts your visibility

The single most important keyword for your Headline is your target job title

Apart from that, include 3-5 phrases that highlight your value proposition, as well as any relevant industry skills you possess



Data Analyst | Machine Learning Engineer | Business Intelligence |
Power BI, SQL, Tableau, Python & R | Masters in Artificial Intelligence

Melbourne, Victoria, Australia · [Contact info](#)

[500+ connections](#)



4 - Open to Work

Turning on the open to work feature increases the likelihood of getting recruiter messages by 2x

Be specific with your career preferences, and if you're currently not working anywhere - announce you are open for opportunities

Job titles*

Data Analyst X

Database Administrator X

Data Engineer X

+ Add title

Visibility (who can view you're open to work)*



Recruiters only

Limited to people using LinkedIn Recruiter

While we take steps not to show recruiters at your current company, we can't guarantee complete privacy.



All LinkedIn members

Includes recruiters and people at your current company

This selection adds the #OpenToWork photo frame.



[Learn more about your privacy](#)



5 - Location

Companies want to hire candidates who live next door, and not across continents

The location on your profile should be your desired place, as long as you can move there within 2-3 weeks.

As someone based in Sydney, but wants to work in Perth, having Sydney as the location on your profile will get you on the wrong side of the filter list

Location

Country/Region*

Australia

Postal code

2112

City*

Greater Sydney Area



6 – Profile hashtags

Profile topics

Your topics will be displayed at the top of your profile to show your audience what

You can add up to 5.

#jobseekers ✓

#australianjobs ✓

#temporaryresidents ✓

#leadershipdevelopment ✓

 You can only select up to 5 hashtags.

This helps your audience discover the topics you're interested in.

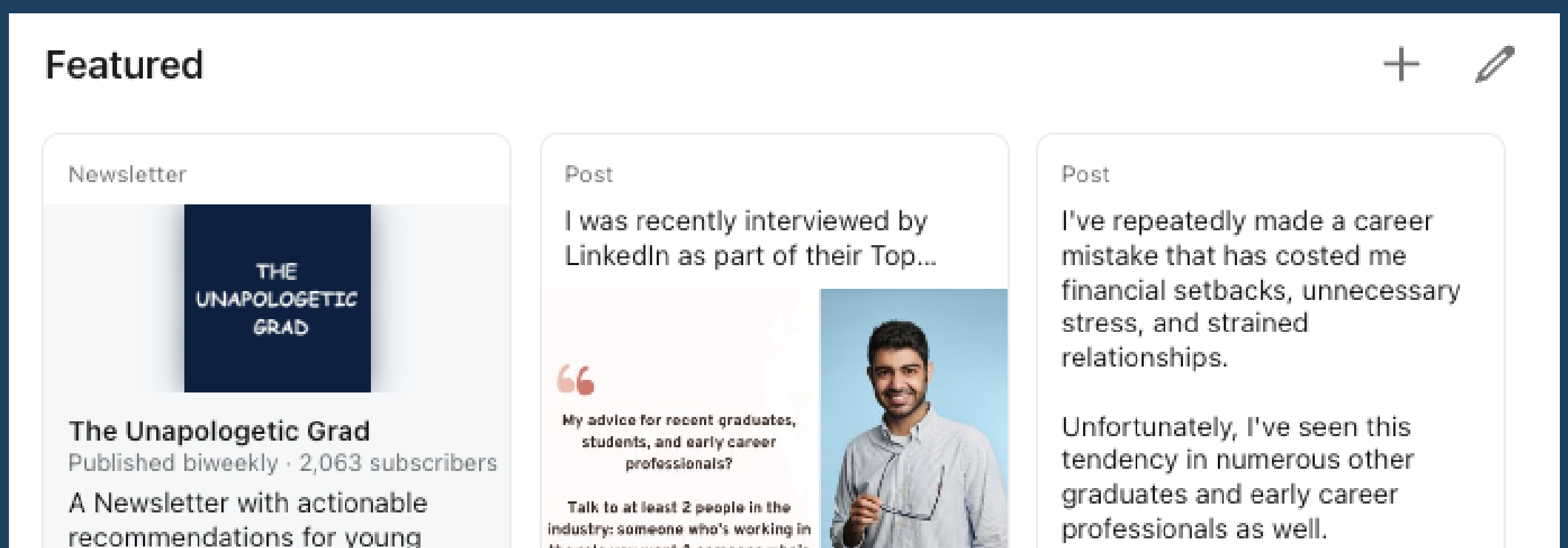
By posting regularly about these topics, you come across as a thought leader to your target audience



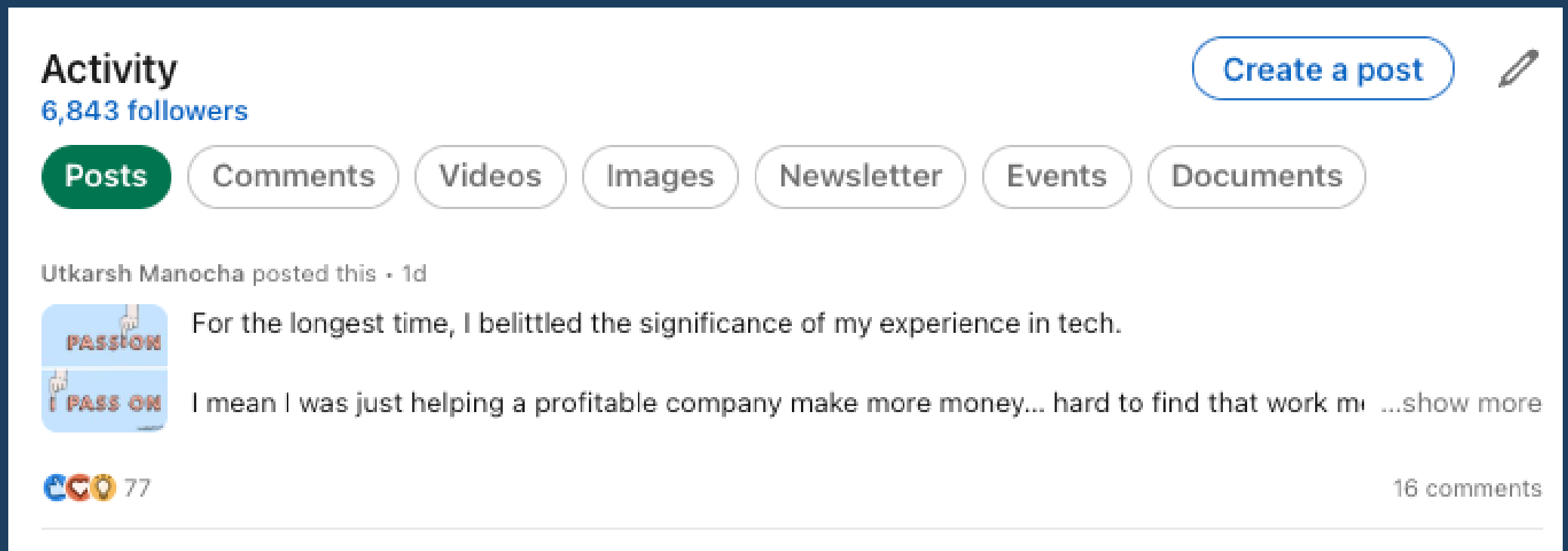
7 – Featured Section

Use this section to showcase work samples that you're most proud of

You can feature posts you've authored, articles you've published, letter of recommendation from ex-employers, video about a project, or any other proof that establishes your authority



8 - Status Activity



There are so many job seekers whose activity section is blank - that's a lost opportunity

Every week, aim to comment on at least 10 posts and publish one.



9 – About

About



Like many international students who had secured job offers in India, I thought job hunting would be easy when I first moved to Australia. But oh boy, was I wrong!

It took me over 8 months to land my first job. But hey, silver linings... Today, I teach graduates and international students how to land jobs and internships.

With over 5+ years of industry experience as a consultant and project manager in Government and IT, I've worked closely with hiring managers, career advisors, recruiters, and business owners.

This is your professional summary

It needs to be like a 30-second highlight reel of your career.

Be sure to include the key words that are relevant to your industry.



10 – Experience

Copy paste 2-4 resume bullets into this section

Describe your results and focus on your accomplishments, rather than responsibilities

Add photos, links, and other media to make your section stand out



Implementation Manager

Clear Dynamics · Full-time

Aug 2021 - Sep 2022 · 1 yr 2 mos

Sydney, New South Wales, Australia

I led the delivery of 4 software implementations, \$100k - \$2m value, for leading electricity and gas retailers, both residential, and commercial and industrial.

Notable accomplishments include:

- Driving the design and configuration of an online pricing management system that increased customer sign-ups for a leading energy retailer by ~20%
- Managed a development team of 14 people including business analysts, solution designers, front and backend developers and QA's (way smarter and more experienced than me)



11 – Education

Instead of just including the name of your school and program, contextualise the accomplishments you feel proud of.

Education



The Australian National University

Masters degree, Finance

2015 - 2017

Earned a distinction average while working part time as a tutor to pay for tuition

Volunteered as the Secretary of the Residential Advisory Committee for one of the university accommodation halls with 100+ students.






12 - Volunteering

This section supplements your work experience, especially as a fresh college grad

Provide context on what you did

Include keywords relevant to your target role in this section.

 **Volunteering**  

 **Secretary of the Residential Advisory Committee**
The Australian National University
Jan 2015 - Jan 2016 · 1 yr
Education 

Conducted 3 events for a residential community of over 100 graduate students, as part of which I reached out to and booked keynote speakers, organised catering, and managed a team of 6 volunteers.



13 - Skills

LinkedIn introduced the skills matching tool earlier this year

The more aligned your skills are with your target roles, the better it is

Don't just add skills for the sake of it though. Provide context around where you acquired those

Skills

[Demonstrate skills](#)

 You've added the maximum number of skills


Project Implementation

 Implementation Manager at Clear Dynamics

 Endorsed by 7 people in the last 6 months

 7 endorsements

Training Delivery

 3 experiences across Grad Careers and 2 other companies

 Endorsed by 9 people in the last 6 months

 9 endorsements




14 – Recommendations

Recommendations

Received

Given



Ayesha Ali · 1st

Consultant | Technology, Strategy and Transformation

September 4, 2023, Ayesha was Utkarsh's client

I joined Utkarsh's job search program after spending 4 months applying online and it was an eye opener for me. I wish I had done it sooner. His program is super easy to understand and focuses on all the right areas. The thing that stood out for me was the introductions he made to connect me with working professionals. There were weekly check-ins so you never feel overwhelmed, alone or without a direction. I highly recommend his program.

This is the social proof that you're good at what you say you do

Request your employers, clients colleagues, and university professors to write a recommendation for you



15 – Boost your connections

Utkarsh Manocha (He/Him)

Founder at Grad Careers | I share insider strategies on how to get hired and excel at world's biggest companies | Newsletter - The Unapologetic Grad | LinkedIn Top Voice

 Top Voice

Talks about #jobseekers, #australianjobs, #temporaryresidents, #graduatedevelopment, and #leadershipdevelopment

Greater Sydney Area · [Contact info](#)

[Subscribe to my Newsletter](#) 

6,843 followers · 500+ connections



All things equal, recruiters prefer to engage with candidates who are connected to the people they know

Reach out to people from your target companies & industries





Hey 🖐️
I'm Utkarsh!

I share actionable recommendations to help students and graduates kick start their career in Australia

Want to organise a LinkedIn training workshop for your students? Send me a message!

Check out my free Newsletter for insider strategies and psychology breakdowns on how to get hired by world's biggest companies